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Dear Sir:

Information Disclosure Statement Of In-Store Customer Display Device and Method

Pursuant to the guidelines for Information Disclosure Statements set forth in 37 C.F.R. Sections 1.97-1.99 and MPEP Section 609, Applicant submits herewith patents, publications and other information of which he is aware, which is believed to may be material to the examination of this application and in respect of which there may be a duty of disclosure in accordance with 37 CFR 1.56.

A list of patents and publications is set forth on the attached Form "Information Disclosure Statement by Applicant." A copy of each item listed is supplied herewith.

Humble, U.S. Patent 4,833,308 shows a system that displays selected advertising at a supermarket checkout facility in response to customer interest deduced from UPC signals provided by a scanner. **Humble, U.S. Patent 4,825,045** shows a system that displays selected pre-established advertising at a supermarket checkout facility deduced from UPC signals provided by a scanner. **Lundrigan et al., U.S. Patent 5,845,975** shows a system for displaying advertising at a fuel dispenser using a graphical display and connected to a point-of-sale controller. **Garnier, U.S. Patent 5,978,777** shows a system for presenting information relating to products for sale using a barcode reader, display device, and comparator to display a sequence of images associated with the presented item. **Fuyama et al., U.S. Patent 4,843,547** shows a dual cash register system that stores sales data and transmits the data to the second cash register for display on the second cash register. **Zur Muhlen et al., U.S. Patent 4,852,042** shows a system capable of storing the transaction record of sales with the ability to electronically editing any particularly stored item. **Mueller et al., U.S. Patent 5,235,509** shows an interactive customer display with graphical representation of items used to self-order fast food items. **Kaehler, U.S. Patent 6,032,126** shows a system that transmits advertising and promotional materials to a video display located on a card reader equipped fuel dispenser. **Kang et al., U.S. Patent 6,003,015** shows a video system for order confirmation used at a fast food restaurant and connected to a point-of-sale device.

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Industrial Electronic Engineers (IEE) manufactures the *ShopVue5* point-of-sale display device with on-board microprocessors that has the ability to display advertisements using a proprietary interface for sales transaction data and an Ethernet interface for graphic file formats. **Amato-McCoy** in *Putting The Web At The Point-Of-Sale* explains the trend and expense toward web-based terminals at the point-of-sale for large retailers using specialized display screens and the advantages that may be realized by using such a system. The systems as described do not contain price verification for the customer. The **MobiNetix** press release explains the adoption of Microware Systems OS-9 Java language for use in the proprietary iPOS TC point-of-sale terminal which can be used as a credit card signature capture device capable of displaying both text and graphical advertising information to the customer. **VeriFone** introduces the *Omni 5200* expanded display credit card signature device with advertising ability. **Hypercon's epic** is a stand-alone non-PC based point-of-sale terminal using a proprietary operating system designed to replace the PC-based point-of-sale terminals and displays in retail applications. **Ritzer Ross** in *Touchscreens* explains the migration of touch screens into other retail markets and the advantages of graphical displays for advertising and purchasing merchandise at the retail store. **Microsoft** in *Hardware Requirements For Multiple Display Support In Windows 98* details the hardware requirements for implementing multiple displays using the Windows 98 operating system. **Microsoft** in *How To Enable Multiple Display Support Using Windows 98* explains the process required to use multiple displays using the Windows 98 operating system.

None of the references shown has the ability to simultaneously use multiple displays at a point-of-sale terminal operating under the built-in ability of Microsoft Windows. All the displays require a proprietary interface adding to the expense of the point-of-sale terminal and some do not even use a PC as a basis for the point-of-sale terminal, contrary to claims 5, 6, 7, 8, 9, 11, 15, 16, 17, and 18.

None of the references shown has the ability to simultaneously display a graphical or video representation of the item scanned on the customer display device at the time of scanning so that the customer may make a comparison between the item scanned and the truly desired item, as in claims 6, 7, 16, and 17.

The **Humble** systems are dependent on receiving UPC data to trigger the display of the advertising data, unlike the present invention that uses triggering means independent of the items scanned to cause advertising data to be displayed, claims 8, 9, 18, and 19. Also, the **Garnier** invention is dependent on UPC data to trigger the advertising display, but this system is not connected to a point-of-sale device and is independent of the sales transaction system of the merchant. Also, the **Kang** and **Mueller** systems do not simultaneously display the item order data and advertising data on the same customer display in such a way that the advertising data is not obscured by the item order data, as in claims 8 and 18.

Lundrigan and **Kaehler** both show a system that can display video, text, and audio to the customer at the point-of-sale, but their devices are integrated into a fuel dispenser unit and are used to initiate sales with the cashier

in the store of the service station, and not used to receive purchase item data and advertising data at the time of sale, as in claims 5, 6, 7, 8, 15, 16, 17, and 18.

Fuyama's dual cash register system does not implement advertising ability between the two displays, as in claims 2, 6, 8, 12, 16, and 18. While **Zur Muhlen's** system does not display the electronic transaction record to the customer on a secondary display so that the customer may audit the cashier during the sales transition, as in claims 5, 6, 7, 15, 16, and 17.

While this Information Disclosure Statement may be "material" pursuant to 37 CFR 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Cung N. Phan', with a long horizontal stroke extending to the left.

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